

**Business Purpose / Measures**

**Purpose:**

To increase transport packaging (stretch wrap) film plastic collection and recycling by implementing new and expanded diversion programs, and by implementing demonstration projects in California.

**Process Name:**

*Implementation Plan for Transport Packaging (stretch wrap) Film Diversion Projects*

**Process Owner:**

*Plastic Film Cooperative Recycling Initiative*

**Stakeholders:**

- Local Government
- Haulers, Recyclers & Processors
- Retailers
- Wholesalers

**Starts With:**

Developing a detailed implementation plan with specific goals, timelines and measurement objectives.

**Ends With:**

- Implementation of successful programs resulting in the increased diversion of film plastic in California.

**M E A S U R E M E N T S**

**Effectiveness**

- Results in significant increase in diversion of plastic film from landfill
- Businesses identify new profit centers through recycling film plastics

**Efficiency**

- The cost of consolidating plastic film is offset by its value and avoided disposal costs
- Education and training improves the quantity and quality of film plastics recovered.
- Recycled material provides high quality feedstock for manufacturers.
- Businesses implement BMPs that save time and money

**Adaptability**

- Programs can be duplicated in divergent local areas
- Innovative collection programs and technology shared amongst stakeholders

***Transport Packaging (stretch Wrap) Plastic Film Diversion***

**Top Flow Down**

<b>STEP 1:</b> <i>Create detailed implementation plan and goals</i>  <i>June 30, 2006</i>	<b>STEP 2:</b> <b>Implementation programs and projects to increase film diversion</b>  <b>Short Term Goals</b>  <b>January 1, 2006-Dec 31, 2006</b>	<b>STEP 3:</b> <b>Implementation programs and projects to increase film diversion</b>  <b>Medium Term Goals</b>  <b>January 1, 2007-Dec 31, 2008</b>	<b>STEP 4:</b>  <b>Evaluation</b>  <b>Findings, Results and Future Actions</b>
	<p>2.1: Annual report of implementation programs and projects in April 2007</p>	<p>3.1: Annual report of implementation programs and projects in April 2008</p> <p>3.1: Annual report of implementation programs and projects in April 2009</p>	<p>4.1 Staff final report to the board in September 2009.</p> <p>4.2 Conducting conference in October 2009</p>

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## Detailed Implementation Plan for Transport Packaging Film Diversion Goals

**Step 1:** Create Detailed Implementation Plan and Goals.

**Due Date:** June 30, 2006

Budget costs: UKN

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 ☐ C

WHAT \ WHO	Project Status	CIWMB	MRFs & Haluers	PBA	Local Govts	APC & APR			all
1.1: Develop Implementation plan	S	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			<input type="radio"/>
1.2: Develop Metrics	S	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			<input type="radio"/>

☒ Volunteer Lead
 S Started Project
 ☐ Volunteer Member
 C Completed Project

➔ **Key deliverable:** ➔ Detailed Implementation Plan

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## Detailed Implementation Plan for Transport Packaging Film Diversion Goals

Step 2: Short Term Goals: TRANSPORT PACKAGING FILM Diversion

Due Date: April 2007

Budget costs: \_\_\_\_

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WHAT	WHO	Project Status	CIWMB	MRFs & Haulers	PBA	APC & APR	Local Govts		all
2.1: Identify the number of warehouses/distribution centers/large retailers that have film and/or recycling programs a) furniture b) grocery c) parcel delivery companies d) large retail chains e) shopping malls f) dry cleaners g) auto malls h) marinas i) other			●	○	○		○		
2.1a: Defining the problem 1. low collection 2. low recycling 3. lack of demand 4. contamination			●						
2.2: Work with haulers and recyclers to accept commingled bales			●	○	○		○		
2.2a: Target haulers to work with 1. Waste Mngmt 2. BFI 3. Allied 4. Waste Connections			●						
2.2b: Target recyclers to work with 1. Brokers 2. Reprocessors 3. MRFs			●						
2.3: Education and outreach			●		○	○	○		
2.3a: Develop case studies			●						
2.3b: List of haulers, recyclers, and processors that collect or recycle film			●						
2.3c: Develop presentations targeting categories from task 2.1			●			●			
2.3d: ID entities that can be industry leaders re:film recycling			●			●			
2.4: Annual report of implementation programs and projects in April 2007			●	○	○		○		

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● Volunteer Lead                      **S** Started Project                      ○ Volunteer Member                      **C** Completed Project  
➔ **Key deliverable:**                      ➔ Short Term Goals for Transport Packaging (stretch wrap) Diversion

***Detailed Implementation Plan for Transport Packaging Film Diversion Goals***

**Step 3: Medium Term Goals: Transport packaging**

**Due Date: April 2009**

Budget Costs: \_\_\_\_\_

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<div>WHO</div> <div>WHAT</div>	Project Status	CIWMB	MRFs & Haulers	PBA	APC & APR	Local Govts			all
3.1: Work with car dealerships and marinas to implement film plastic collection		●				○			
3.2: Increase the number of reprocessors and end users		●			○	○			
3.3: Increase the number of warehouses/distribution centers/large retailers that sandwich bale		●							
3.4: Annual report of implementation plan in April 2008 and April 2009									

● Volunteer Lead      **S** Started Project      ○ Volunteer Member      **C** Completed Project  
 ➔ **Key deliverable:**      ➔ Medium term Goals for Transport Packaging (stretch wrap) Collection

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## Detailed Implementation Plan for Transport Packaging Film Diversion Goals

**Step 4:** *Evaluation: Findings, results and future actions* Due Date: December 31, 2009

Budget Costs: \_\_\_\_\_

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<div>WHO</div> <div>WHAT</div>	Project Status	CIWMB	MRFs & Haulers	PBA	APC & APR	Local Govts			all
4.1: Staff final report to the Board in September 2009		<input checked="" type="radio"/>							
4.2: Conduct conference on residential and commercial film diversion program in October 2009		<input checked="" type="radio"/>							

☒ Volunteer Lead

**S** Started Project

☐ Volunteer Member

**C** Completed Project

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